



Plain Talks

GULF STATES UTILITIES CO.

APRIL, 1958

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Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

JIM TURNER, EDITOR

MONEY AT WORK MEANS MEN AT WORK

Of all the misunderstandings about our business system perhaps the most widespread is the belief that industry pays out more than a dollar of dividends for every dollar it pays out in wages.

The U. S. Department of Commerce reported that for every dollar paid out to investors last year, between 19 and 20 dollars went to wage and salary earners.

The people who put their savings in a business must put in about \$17,000 for tools, machinery and buildings for every man and woman employed. If the business fails, they lose their money. That's the risk they take. If the business makes a profit, they get one dollar while the employee gets nineteen.

The knowledge that employees get the lion's share of company earnings is called to our attention during Invest-in-America Week, April 27 through May 3. Learning the facts about this 19-to-1 split, the chances are people will say "Fair enough—let's all work together and increase both shares."

It's a good time to remember that "those whose money is in business" includes everyone who has a bank deposit, holds an insurance policy, stocks or bonds, or who owns a home. Keep in mind, too, that every man on the job and every man with savings invested in business has need to protect that job and those investments.

Through savings and investment for profit we help to make jobs for other people—for our neighbors and for our children when they become job-seekers.

HOW TO WIN FRIENDS . . .

The other day a Lafayette residential sales representative, Horace "Toto" Lacombe, was showing this Plain Talks reporter around his district. It was a dreary, rainy day. En route to St. Martinsville, we noticed a sheep entangled in a barbed wire fence near a farmhouse.

Without hesitating, Toto swung into

the driveway and drove up to the house, tooting his horn. When the farmer came out, Toto shouted the information to him, all in French. The man thanked us in the same tongue and we drove off amid a chorus of cheerful, French farewells.

The young Gulf Stater may not have added a single kilowatt of load during the rest of his day. But by going out of his way to be thoughtful, he certainly "sold" this farm customer on our Company. And that's the kind of good will that can't be measured in dollars.

ANNUAL REPORT

With most of us now owning shares of Company stock through Thrift Plan participation, we should be particularly interested in the Company's 1957 Annual Report to Stockholders, which is being mailed to all employees this month.

The Report, compiled and edited by the Corporation Department in Beaumont, is mailed to all of our more than 15,000 shareholders as well as other utilities, newspaper editors in the area, government bodies and others.

Although 1957 had its rough spots, this year's report indicates that our area, with its diversity of resources, will continue its steady development and fully justify our Company's long-range construction program that will provide plenty of electric power to keep things humming in these parts.

JST

One million young people enter America's work force every year. Only with the collective savings of Americans can our nation continue to provide jobs for our children and for our children's children. A good thing to remember during Invest-in-America Week, April 27-May 3.

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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Vice President

H. C. LEONARD
Executive
Vice President

J. J. MORRISON
Executive
Vice President

R. E. CARGILL
Vice President

W. H. GIESEKE
Vice President and
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E. L. GRANAU
Vice President

E. L. ROBINSON
Vice President

L. V. SMITH
Vice President

G. E. RICHARD
Treasurer

OUR COVER



Picture subjects vary in their appeal to different people under different circumstances. To a wheat farmer, nothing is more soul satisfying than a photograph of acres of ripened wheat, ready to harvest. The fishing fleet returning to harbor after a good day's catch stirs the fisherman. To folks in these parts, a familiar and reassuring sight at night are the star-like twinkling lights of hundreds of plants operating around the clock, every day of the year. Maybe it's our imagination, but here lately these lights look brighter and steadier than ever. We think the picture of the new Firestone Petrochemical Center near Orange typifies the healthy, growing chemical industry so vital to our area and the world. To these fine firms during Chemical Progress Week, our sincere best wishes.



Net Income of **\$11 Million In '57** **Shown by Report** **To Stockholders**

Operating Revenues Up 10 % Over 1956; **Storms, Fuel, Wages Push Expenses Up 14 %**

OUR Company this week reported a net income for 1957 of \$11,759,000 equivalent to \$2.26 per share as compared to \$2.21 earned in 1956 on the shares outstanding at that year's end.

The Annual Report to shareholders revealed that, for the first time, our annual operating revenues exceeded \$60,000,000, which was \$5,598,000 or 10% over 1956.

A combination of higher fuel prices, increased consumption of fuel due to heavier loads, the cost of major line repairs resulting from Hurricane Audrey and a tornado, and wage and salary increases, pushed operating and maintenance expenses to a new high of \$31,719,000, the report showed.

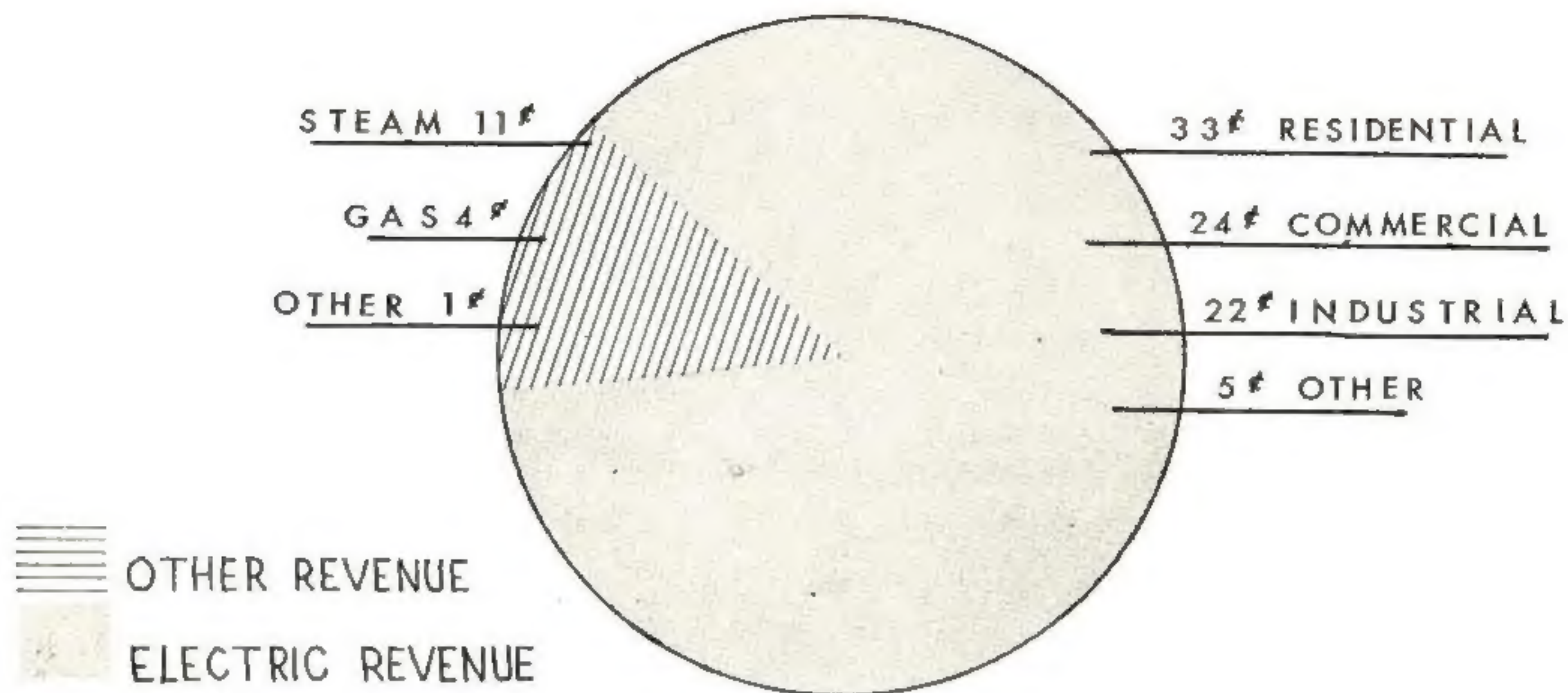
Major outlays last year included \$6,173,000 for fuel, \$9,814,000 for operating payroll and \$14,408,000 for local, state and federal taxes.

Construction expenditures amounted to \$44,075,000 and were the greatest in our Company's history. To finance the major portion of the construction costs, the company sold 200,000 shares of common stock in June, 1957 and \$17,000,000 of first mortgage bonds in October, 1957 for an aggregate of \$24,681,000 in 1957. In February, 1958, 75,000

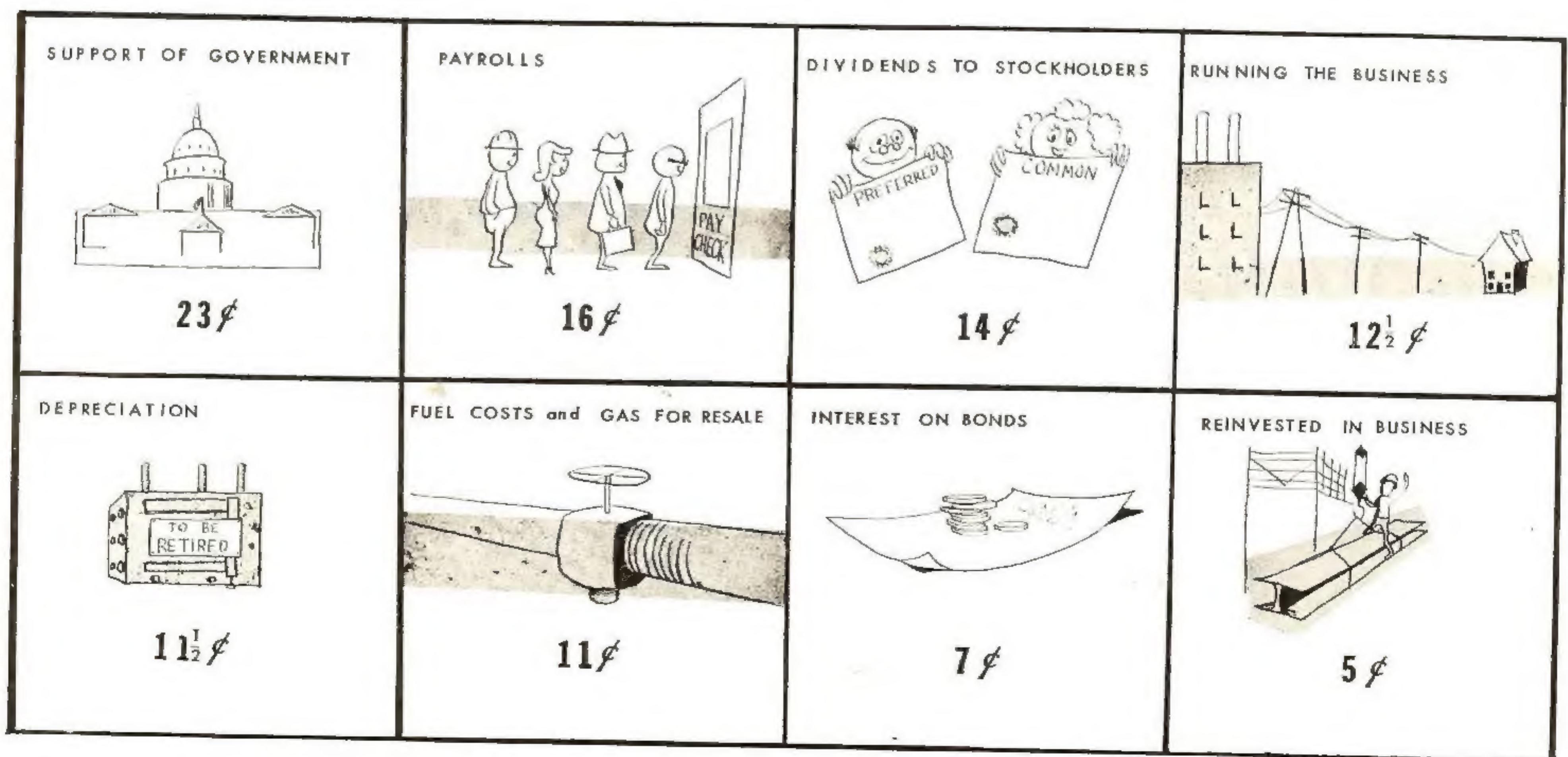
For complete details on our Company's operations during 1957, Gulf Staters are urged to read their copies of the 1957 Annual Report, which was mailed to their homes this week.

A Dollar of Revenue in 1957

Here's where it came from:



Here's where it went:



Comparison, in Detail, of Revenue Income And Outgo In 1957 and 1956

1957 AND 1956 . . . IN BRIEF

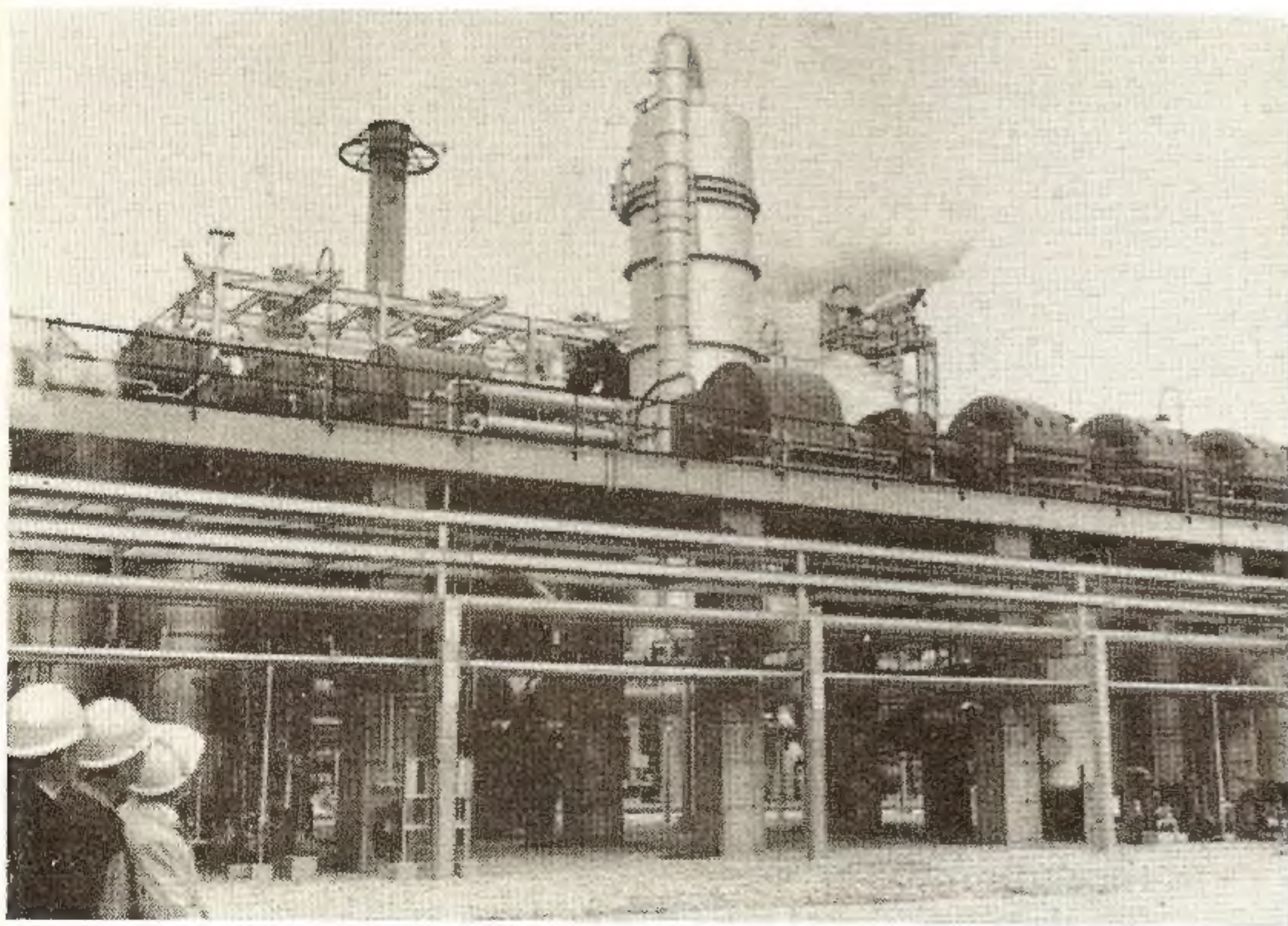
	<u>1957</u>	<u>1956</u>
INCOME		
From Sale of Electricity.....	\$51,441,375	\$45,570,499
From Sale of Steam Products.....	6,877,167	6,857,867
From Sale of Gas.....	2,838,485	2,785,687
From Sale of Water.....	—0—	589,421
From Rentals, Interest and Incidental Activities—Net.....	493,002	204,717
	<u>\$61,650,029</u>	<u>\$56,008,191</u>
OUTLAY		
FOR OPERATION AND MAINTENANCE		
Payrolls		
Charged Directly to Operating and Maintenance Expense.....	\$ 9,813,503	\$ 9,021,043
Cost of Fuel.....	6,173,702	5,098,348
<i>Cost of 41,158,774 (1956—36,514,665) M cu. ft. of gas or equivalent.</i>		
Gas Purchased for Resale.....	1,009,985	968,513
<i>Cost of 5,640,256 (1956—5,409,770) M cu. ft.</i>		
Maintenance (Materials, Supplies and Services).....	2,001,822	1,346,998
<i>Repair parts and miscellaneous items necessary</i> <i>to keep the property in good operating condition.</i>		
Other Materials, Supplies and Services.....	5,747,310	4,755,884
<i>A multiplicity of things to run the business.</i>		
Depreciation of Property and Amortization of Plant Acquisition Adjustments.....	6,972,370	6,342,594
<i>Wear and tear and obsolescence of equipment and facilities, etc.</i>		
	<u>\$31,718,692</u>	<u>\$27,533,380</u>
FOR SUPPORT OF GOVERNMENT		
Federal Income Taxes (reflects reductions as shown separately below).....	\$ 7,748,608	\$ 7,526,625
Deferred Federal Income Taxes.....	2,322,349	1,935,355
Other Federal Taxes.....	181,911	161,900
Property Taxes.....	2,203,194	2,056,923
Other State, Local and Miscellaneous Taxes.....	1,951,987	1,800,741
	<u>\$14,408,049</u>	<u>\$13,481,544</u>
FOR SECURITY HOLDERS		
For Holders of Bonds, Notes, etc.:		
Interest and Amortization.....	\$ 4,228,097	\$ 3,683,841
Interest Charged to Construction.....	618,300*	243,625*
Special charge equivalent to net reduction in Federal Income Taxes resulting from abandonment and sale of properties.....	154,255	478,289
Dividends Paid Holders of Preferred Stock.....	1,533,000	1,533,000
Dividends Paid Holders of Common Stock.....	7,074,931	6,794,931
Balance for Reinvestment in the Business.....	3,151,305	2,746,831
	<u>\$15,523,288</u>	<u>\$14,993,267</u>

* Credit.

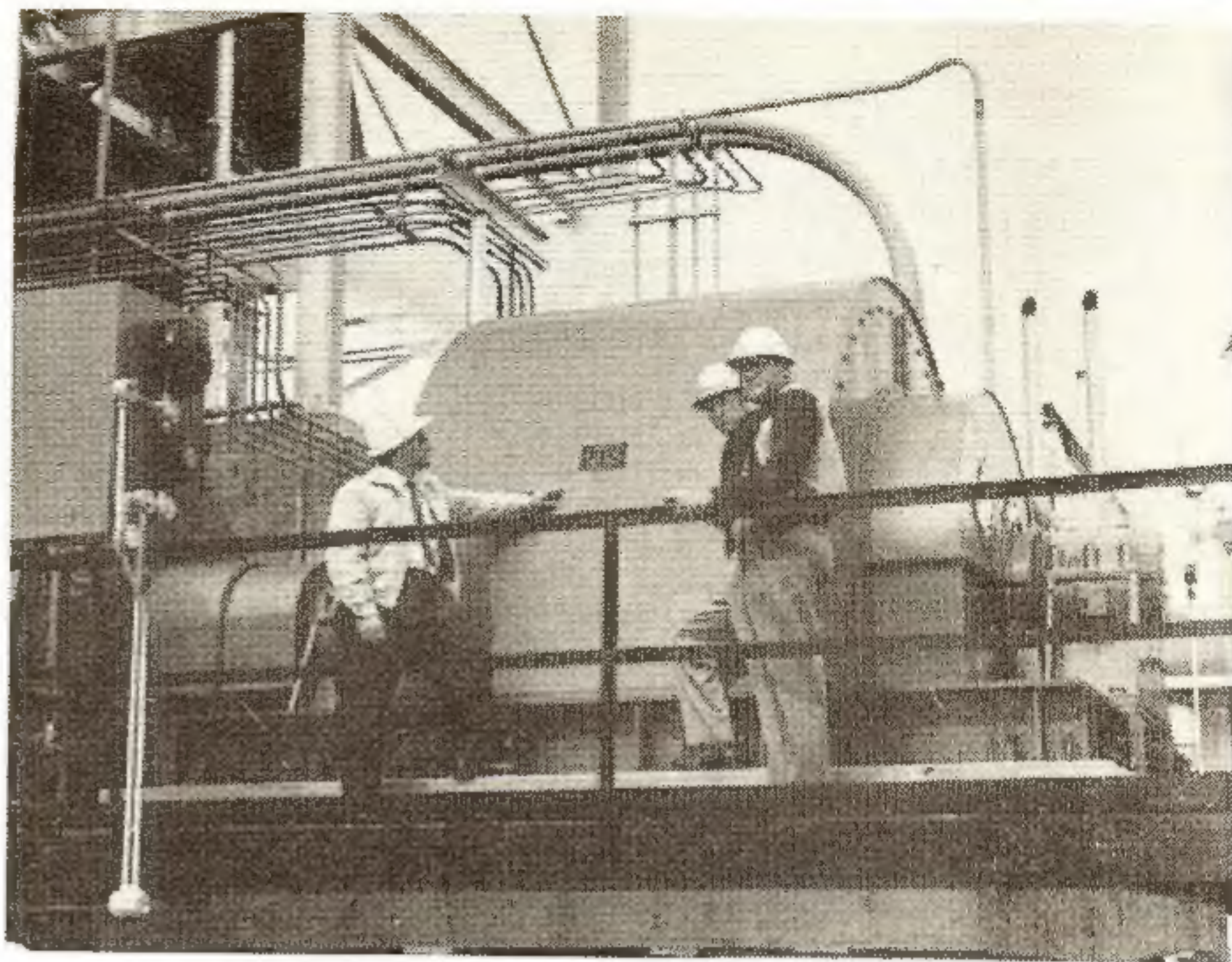
Helps Area, Nation Grow

One of the world's most exciting industries — one which has helped the area we serve become and remain one of the brightest spots on the nation's economic map—is being honored this week as the nation observes Chemical Progress Week, April 14-18.

Oil and allied chemical plants have long been a major factor in the growth and progress of the Texas-Louisiana Gulf area. Since the end of World War II, the interlocking products and related interests of the two industrial giants have produced a vibrant new name—petro-chemicals. And in the past decade a growing number of world famous in-



Typifying the growth of the chemical industry in our area is this row of motors at the Firestone Petrochemical Center near Orange. Twenty-thousand kilowatts of industrial load are represented here.



The largest electric motor on our lines, and one of the largest in the world, is this 9,000 horsepower monster at the Petrochemical Center. Edward Lastrapes, left, and Luther Street, both of Firestone, are showing the plant to O. C. "Buck" Wingard, commercial sales representative of our company's Orange Sales Department.

dustries have established their petro-chemical plants in the area we serve.

One of the latest members of the petro-chemical family of industries to begin operating in this area bears one of the world's most respected industrial names and belongs to the world's largest rubber producing organization—Firestone. The new Firestone Petrochemical Center near Orange (see cover) began operating in June, 1957, only 12 months after field work began. The plant produces butadiene, the major ingredient used in the manufacture of synthetic rubber.

As modern as tomorrow, the Petrochemical Center combines functional efficiency with beauty. Like their colleagues in other plants in the area, the Firestone personnel at Orange are proud of their orderly, well-tended layout, and cooperate to keep it spotlessly clean and neat.

Capable of producing 60,000 tons of butadiene annually, the Firestone Petrochemical Center

- Consumes as much electricity as a city of 30,000 people
- Has a 9,000 horsepower motor, largest on our lines and one of the world's largest
- Uses enough refrigeration to air-condition all the homes in Orange
- Uses the largest automatic high-temperature gate valves ever made
- Circulates almost a quarter of a million cubic feet of air per minute at "double hurricane" speeds in excess of 150 miles per hour.

Electric power is an important factor in the production of butadiene. Our substation serving Firestone, with a capacity of 30,000 kva, is capable of handling the normal electric requirements of a city of 45,000 people.

This week, Gulf States, which serves many of the world's outstanding petrochemical firms, joins the nation in saluting this fast-growing, young heir-apparent of the oil and chemical industries, whose operations continue to bolster the future of this area.

Funeral Services Held For 2 Gulf Staters In Huntsville and Lake Charles



J. F. Delage

Delage Promoted To Assistant Chief System Operator

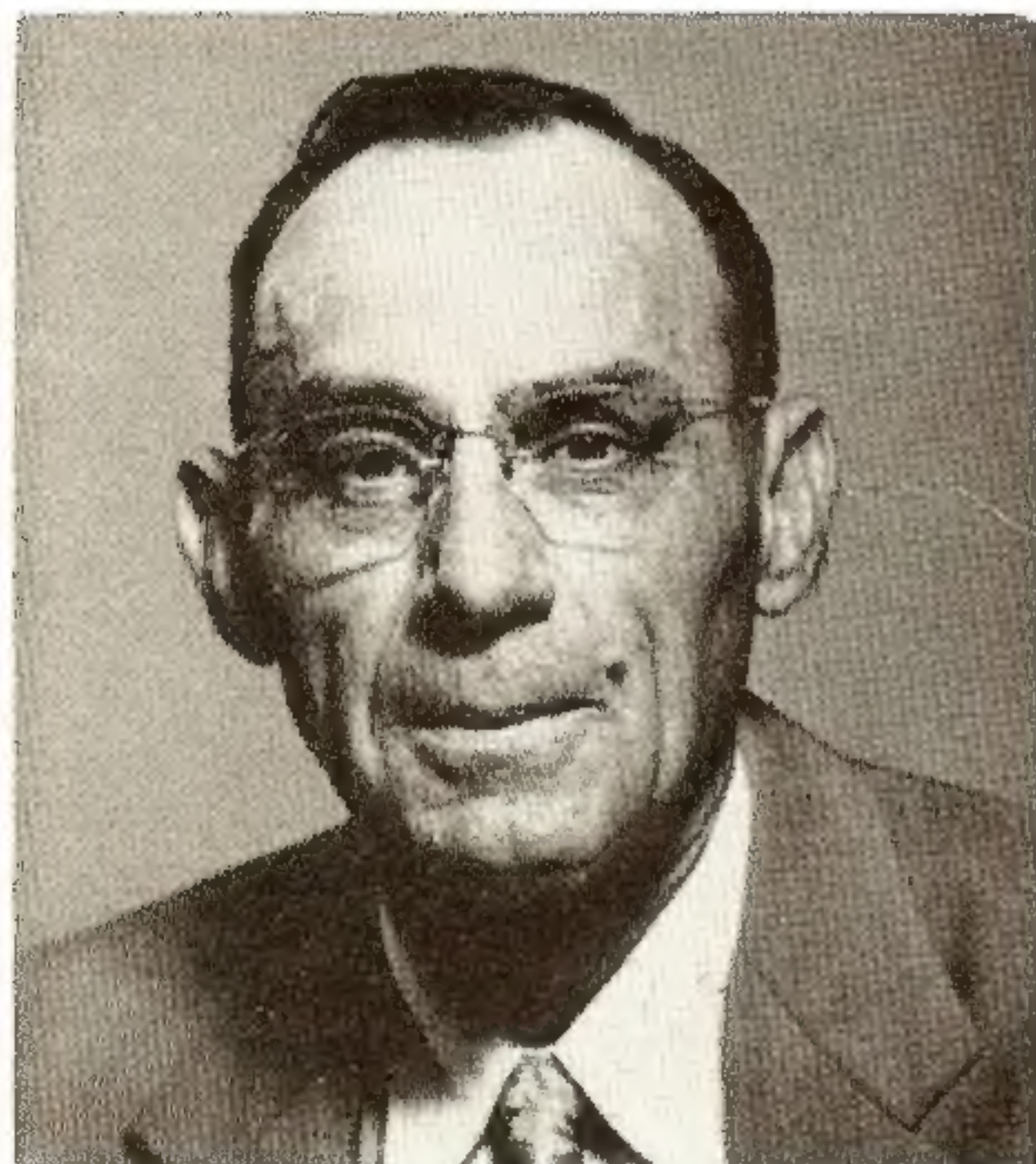
Promotion of J. F. Delage to the position of assistant chief system operator was announced last month by the Beaumont Engineering Department. The promotion became effective March 16.

Mr. Delage was born in Chenal, Louisiana and attended Poydras Academy and Louisiana State University, where he received a BS degree in electrical engineering.

Prior to joining the Company, Mr. Delage worked for the Baton Rouge Rice Mills. He went to work for our predecessor company in Baton Rouge, the Baton Rouge Electric Company, in 1925. He worked as engineroom oiler, plant office clerk and boiler room fireman for BRECO.

In September, 1927, Mr. Delege was promoted and transferred to Beaumont as a turbine operator. In 1928, he was transferred to Orange as a fireman, and progressed through several jobs in the Engineering Department there before being transferred back to Beaumont as load dispatcher.

He was system operator at the time of his promotion.



Robert Savoie

Robert Savoie, retired employee, died in the Lake Charles Memorial Hospital, March 19. Burial was in the Graceland Cemetary in Lake Charles.

Mr. Savoie, who would have been 59 this month, was a native of Louisa, Louisiana. He worked for the Lake Charles Rice Mills from 1919 to 1923, at which time he was employed by our Company.

He worked in our Lake Charles Water Department, which was sold in 1956. During his career, he held positions as operator, chemist, serviceman and foreman.

Mr. Savoie retired in February, 1957, due to ill health.

He is survived by his wife, Tempie Savoie, of Lake Charles.



W. E. Cawthorne

Funeral services were held for W. E. Cawthorne, Navasota Meter Department, in Huntsville, March 25. Mr. Cawthorne, who had been with the Company 30 years, died in Navasota, March 23, after an illness of several weeks.

He was employed by the Company in Liberty as a lineman in November 1927. He was transferred to Conroe in 1928, then to Huntsville, where he worked for 27 years before moving to Navasota three years ago. In 1930 he was temporarily transferred to Cleveland as line foreman.

He is survived by his wife, Mrs. Celestia Cawthorne of Navasota; a daughter, Mary Ann Janolky; two brothers and two sisters.

Novel Use of Our Service By Beaumont Bakery Means . . .



Joe McClelland, industrial engineer, accepts the Rainbo Baking Co.'s product from John Roberts, Rainbo's president.

Good News For

These days fresh, appetizing bread, like electric service, is taken for granted until it isn't on hand.

Fortunately, most American housewives who discover their pantry bread-bare have only to go to a nearby store to replenish their supply—newly-delivered and ready to serve.



Eighteen-hundred pounds of dough pours out of the giant mixer and into the trough. After the initial mixing the dough is fermented and then returned to be remixed before being divided into the proper amounts for baking.

Reddy Kilowatt, that busybodied bolt of energy, has long played a starring role in the preparation of the staff of life. But it remained for imaginative breadman John Roberts, president of Beaumont's home-owned Rainbo Baking Company, to put Reddy to work, not only in the baking and wrapping departments, but to keep bread fresh and warm overnight **IN THE DELIVERY TRUCKS**, ready to serve early each morning.

How is it done? Electric heaters in delivery trucks are the key.

The Rainbo idea, unique as it sounds, is simple to explain. Mr. Roberts designed and had installed in each of the more than 45 Rainbo delivery trucks a 220-volt electric heater. Presto! The trucks can be "plugged in" at night and turned into bread warming ovens, which keep bread fresh and ready for delivery each day. Thanks to Mr. Roberts' novel use of our product, Rainbo is able to increase efficiency as well as holding down costs by rescheduling shifts, eliminating waste bread, and cutting down on pre-delivery loading time.

Joe McClelland, the Company's industrial engineer who works with Rainbo, explains that the electric heaters keep the interior of the delivery trucks at 85°F., no matter how cold or damp the weather outside.

Like the other modern bakeries whose products help the 915,000 folks in our service area live better, Rainbo prides itself on the freshness of its bread.

"Customers do take bread for granted—if it's good bread," Mr. Roberts said. "But not if it's stale. Then they just quit taking it altogether.

"That's the main reason we're so proud of our

new electric heaters here at Rainbo," he added.

But Reddy Kilowatt's work doesn't end with heating the delivery trucks at night. Electronic timing devices assure precision control of the baking periods in the huge ovens which are capable of producing 300,000 loaves of bread each week, plus an assortment of other baked goods. Two eight-ton refrigerating units provide chilled water which controls temperatures in the fermenting and mixing rooms. An electric machine slices, wraps and conveys the finished products a distance of more than 200 feet to the loading ramps where the loaves are placed on the waiting trucks.

And that's not all. In the summertime, Reddy protects both workers and bread from insects by lighting up yellow insect-repellent incandescent and fluorescent lamps, also installed by Mr. Roberts.

Rainbo, a locally-owned bakery with 182 stockholders living in the Sabine area, is justifiably proud of its product and its progressive layout on 11th Street (right next door to our own Service Center). As Gulf Staters, we can be proud that electric service helps prepare, deliver and preserve one of America's most popular foods.



These two employees twist two half-pound rolls of dough together to make a loaf of bread. This twist helps give loaves a better texture. Up to this operation the making of the dough is done exclusively by machines.

ALL Breadwinners



John Roberts, president of Rainbo Baking Company, stands under the sign showing the Beaumont company's motto. Rainbo is home-owned and 182 stockholders reside in Beaumont. The bakery employs 158, including 48 salesmen.



Rainbo salesman Carl Sheffield, plugs in the 220 volt circuit to power the electric heater in his truck. These heaters keep the inside temperature a constant 85° Fahrenheit while trucks are at the loading ramp. Deliveries are made inside Texas in an 80 mile-radius of Beaumont. One delivery is made Monday through Friday and two trips are made on Saturday.

More Than 5,000

Visit A.E.C. Show

Starring . . .



President Nelson shows our display to John Gray, Beaumont Chamber of Commerce.

"Atoms For Peace"

The electrical industry sinks or swims by looking ahead. With electric usage growing by leaps and bounds, our engineers and scientists must explore every possibility in the production of power for homes, farms, commerce and industry.

Where will it all come from 20, 30 or 50 years from now?

Questions like this have caused our Company to enter into two atomic research groups (Plain Talks, March 1958) for the purpose of exploring this new source of energy as a possible fuel to heat the boilers and produce steam to turn the turbines.

To keep the public informed on developments, our Company, in cooper-

ation with the Beaumont Chamber of Commerce, sponsored a nine-day visit by the "Atoms for Peace" touring exhibition prepared by the Atomic Energy Commission at Oak Ridge, Tennessee. The display, manned by two AEC employees and three members of our Beaumont Division Residential Sales Department, was set up at the South Texas State Fair Grounds in Beaumont, March 22-29.

The AEC exhibit explains how atomic energy is produced, and how scientists are adapting it to medicine, agriculture, science and industry. A main feature of the exhibit is a model of an atomic generating station. With the help of the Texas Atomic Energy Re-

search Foundation, our Company added another exhibit illustrating our participation in the atomic research group.

School superintendents throughout most of our Texas service area were invited to bring their students to see the exhibit, and more than 4,000 students attended. In all, over 5,000 people visited the exhibit.

In order to further encourage student understanding of the exhibit, Gulf States sponsored an essay contest, the winner of which will receive a \$50 savings bond.

Subject of the 500-word essay was "How Atomic Energy Will Contribute to a Better Life in the Years to Come."



Texas students watch animated atomic display.

— FLASH —

The Edison Electric Institute's Market Research Committee reports that our Company is in second place and picking up speed in the average kilowatt-hours use per residential customer, among the 14 electric utilities which comprise the West South Central group.

Based upon the 12 months ending February, GSU gained 370 Kwh per home customer for a total of 2,969 Kwh per customer. Our next door neighbor in Texas, the Houston Lighting and Power Company, leads the field with a 450 Kwh gain. However, for the first two months of 1958, our Company is ahead of HP and L with a gain of 47 Kwh to 18 Kwh.

ENGINEERS EXPLAIN

CONSTRUCTION PHASE OF OUR COMPANY'S OPERATING CYCLE

The operating cycle of an electric company serving a growing area goes something like this:

1. Planning and building ahead of demand to be certain that there is plenty of power for the growing needs of the area.
2. Raising money through the sale of stocks and bonds to investors so that building the needed additional facilities can be financed.
3. Promoting sales of our service so that added revenue can be used to pay for the cost of company operation, charges on fixed investments and fair dividends to our more than 15,000 shareholders, so that investors will keep on supporting our Company.

Then, since we'll need more facilities to satisfy the stepped-up demand created by our sales efforts, the cycle is completed; and we're back at the planning and building ahead stage.

That's the phase that members of the system Engineering Department explained to over 300 supervisors at the second series of department head meetings for 1958 held at Beaumont, March 24; Baton Rouge, March 25 and Lake Charles, March 27.

Eight Engineers Handle Program

Eight engineers of the system Engineering Department in Beaumont used colored slides to illustrate the engineering required to plan, standardize, budget and carry out the Company's construction program for a year in each of our five divisions.

The program was handled by N. C. Spencer, superintendent of electrical and civil engineering, who substituted for Engineering Manager Robert Sherwood, now attending the managing course at Harvard. Mr. Sherwood supervised the planning of the program prior to his departure for college.

Speakers and their subjects were, Austin J. Mary, supervisor of engineering and planning, who spoke on system capability vs. peak load; Guy Miller, Paul Harrington, George Cannon and H. E. Mack, project engineers, respectively, for the Navasota-Port Arthur, Beaumont, Lake Charles and Baton Rouge divisions, who discussed proposed major construction in their divisions; A. M. Melancon, supervisor of standards, who explained how time and

money are saved by having approved, standardized equipment always ready to use under prescribed conditions throughout the system; and P. J. Guelfi, who described how an annual budget is prepared and timed to get the most for every dollar expended on our large construction program.

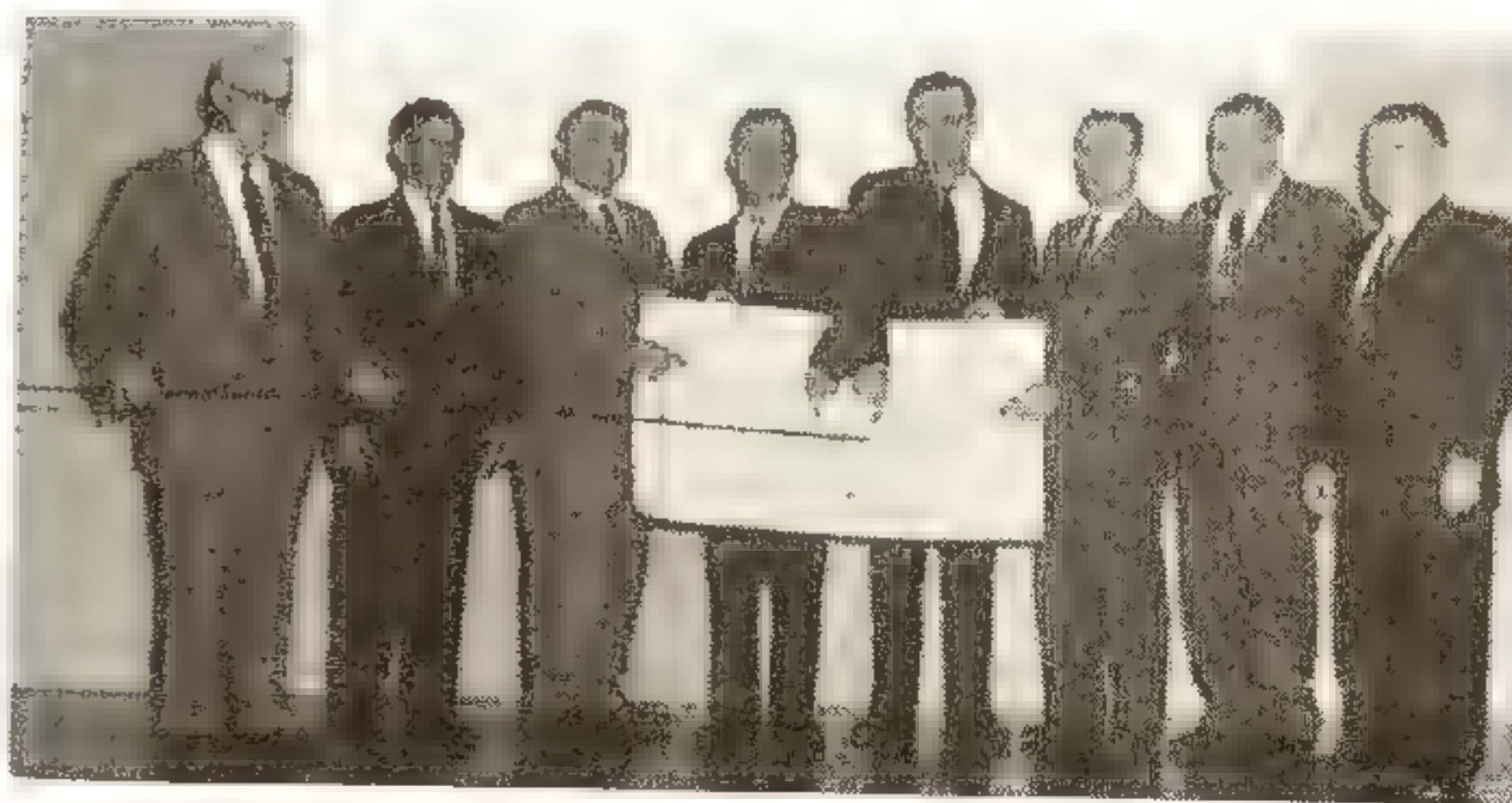
Highlights of Meeting

Some high points of the well-planned and informative meeting included:

1. Our load continues to increase, and we are planning no cutbacks in our additions to generating capacity.
2. We will build or enlarge over 345 miles of high voltage transmission lines.
3. We will build 31 new substations.

Another important construction job mentioned was the \$400,000 microwave communications system which will be built between Beaumont and Baton Rouge.

The meeting proved again that by the careful planning, budgeting and building of the 150 members of our Engineering Department, the more than 273,000 customers on our lines will continue to receive service "as dependable as good engineering can make it" in the years ahead.



Above are the Gulf Staters who conducted the March Department Head Meetings. Left to right they are N. C. Spencer, A. M. Melancon, Guy Miller, Paul Harrington, George Cannon, H. E. Mack, Austin Mary and P. J. Guelfi.



"Good Show!" Survey Says

OUR THREE TV PROGRAMS HELP SELL ELECTRIC LIVING

Jackie Gleason—and away we go!

To do an effective selling job efficiently and economically, advertising must reach as many people as possible at the lowest cost per person. And that's the job our Advertising Department in Beaumont carries out in many media of advertising, not the least important of which is television.

To see how our advertising is doing on TV, a recent survey was made in the Beaumont, Port Arthur and Orange areas to determine the popularity of our program "Ranch Party." It was made by the American Research Bureau, Inc. when the show was only seven weeks old in this area.

M. C.'d by Nederland's own Tex Ritter and consisting of popular Western ballads sung by many familiar names in the entertainment world, "Ranch Party" (see below) drew 22.3% of all

the television sets in the area surveyed. 8 to 8:30 pm, Tuesdays, over KPAC-TV in Port Arthur. During this half-hour 69.5% of the total sets in this area are in use. Our program drew 2.6 persons per set, reaching a total audience of 60,845.

"Ranch Party" is telecast Sundays at 9:30 pm on WBRZ-TV, Baton Rouge; Fridays at 7:30 pm on KPLC-TV, Lake Charles; and Mondays at 7 pm on KLFY-TV, Lafayette.

We also sponsor two other shows: "The Honeymooners" on KFDM-TV, Beaumont, each Monday at 7 pm and "Million Dollar Premier" on WAFB-UHF, Baton Rouge, at 10 pm Fridays.

All in all, our TV shows are proving able performers in the dog-eat-dog world of entertainment, and are doing a good job of convincing people in our area to live better electrically.



Art Carney of "The Honeymooners"





Ben Campo, ticket chairman, explains some of the rules to Jennetta Cole as he makes a sale for the Baton Rouge Employee Fishing Rodeo.

Baton Rouge To Hold Annual Fishing Rodeo

Baton Rouge's annual Employee Fishing Rodeo will be held April 21 through 27 on False River. There will be a drawing for an entry prize of \$25 Savings Bond and prizes will be given for winning fish in employee and family divisions.

Prizes will be given in two divisions for the best bass, bream, sac-a-lait, catfish and rough fish. Rules state that all fish must be caught in False River by a Gulf States employee or a member of his immediate family.

Evelyn Wilsford Heads Re-opened Planning Center

Evelyn Wilsford, home service advisor, is now in charge of our recently re-activated home planning service in Baton Rouge. She will consult with anyone desiring help on kitchen design, lighting schemes and wiring layouts.

This service is also available in Beaumont, from Mrs. Thelma Carson and in Port Arthur, from Mrs. Mamie Voyles.



J. O. Robichau



F. S. Roby

Microwave Papers Presented By Two Beaumont Engineers

F. S. Roby and J. O. Robichau, both of the Relaying and Communications Engineering Group in Beaumont, presented a paper at Texas A&M College April 15, entitled "A New DC Microwave System for High Speed Transfer Tripping." The paper was presented to some two-hundred engineers from all parts of the country, who attended the Annual Conference for Protective Relay Engineers, to exchange new ideas in connection with the protection of high-voltage transmission lines and large electrical generating stations.

Mr. Roby is a graduate of the University of Illinois with a BS in Electrical engineering in 1950. He joined the Company in October, 1956, and has worked in the Relaying and Communication Department of System Engineering since November 1956. Prior to his employment with Gulf States, Mr. Roby was with the National Geophysical Company for six years, and among the positions he held were observer and party manager. Before attending the University of Illinois, he graduated from the University of Tennessee Junior College and attended the University of Tennessee for one year. He also served 37 months as sonarman with a hunter-killer group of anti-submarine warships while in the Navy during World War II.

Mr. Robichau graduated from Lamar State College of Technology in Beaumont, with a BS in electrical engineering in 1957. He joined the Company in the Relaying and Communication Department. Mr. Robichau served in the Navy during the Korean War as an electronics technician on ground-controlled-approach radar landing systems. Prior to entering the service, Mr. Robichau worked in the Relay Department of the Company for four years. He is a member of AIEE. His father, H. P. Robichau, is supervisor of billing in Beaumont.

The proposed microwave system incorporates several new ideas which will enable our Company to clear any faults on a three-terminal 138,000 volt line in a fraction of a second. The scheme can be easily checked from a remote point and is another of the many ways we try to give better service to our customers at no additional cost.

America is a nation of capitalists. More than 100 million Americans own insurance policies, 21 million have savings accounts, and nearly 9 million more are shareholders of industry and business.

Need Reference Material,
A Special Book,
Report or Trade
Publication? Try Our

New Company Library

Ever find it difficult to locate the many reports, trade publications and books you need to do your job right? In these fast-moving times, quick access to reference material is a must for all of us.

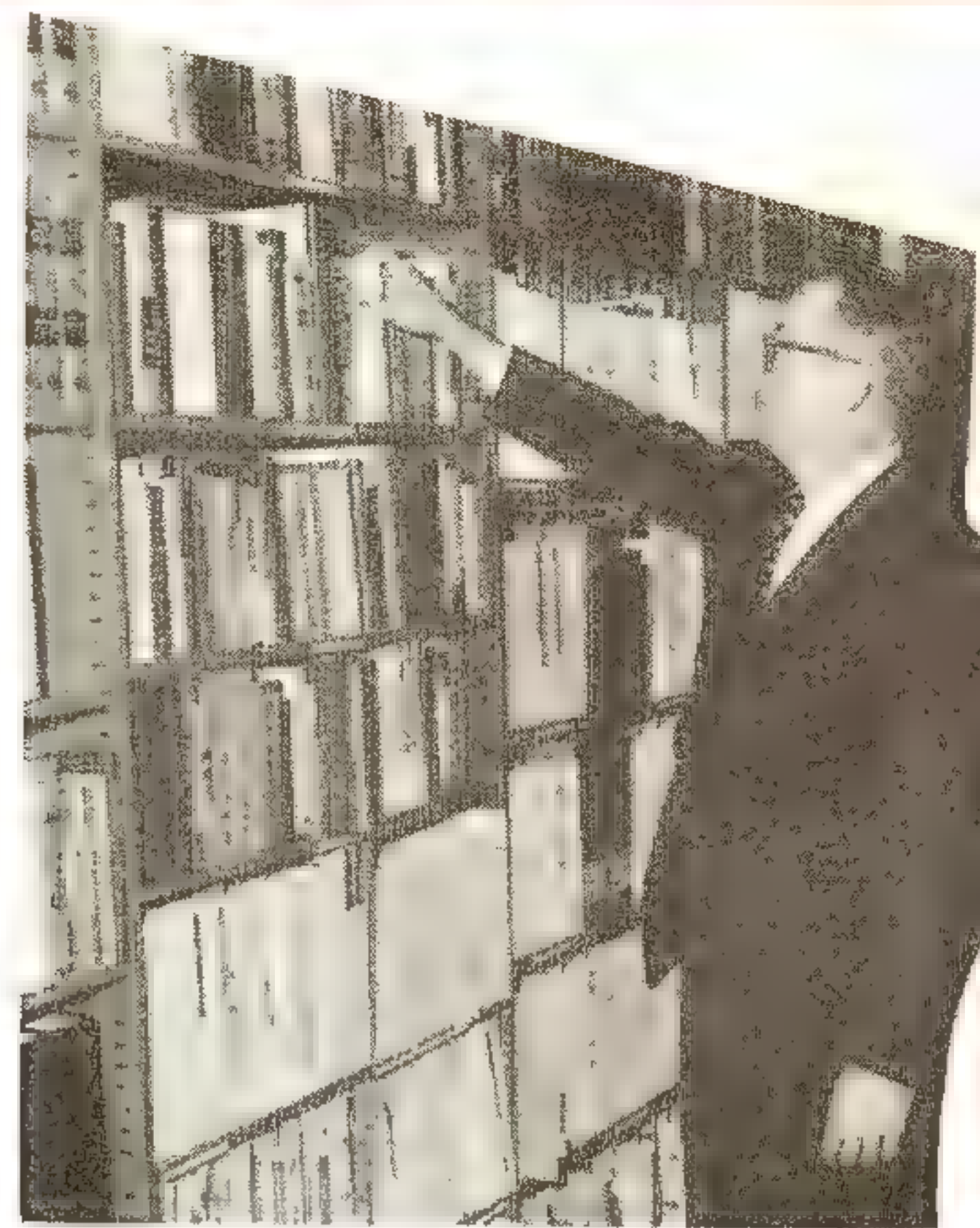
Our Company has solved this problem by establishing an employee library under the direction of the Records Department.

This library, located on the 18th floor of the Beaumont Office Building, has two functions: (1) to classify books and other publications for reference purposes and (2) to maintain a lending service for Gulf Staters.

Beaumont employees may check out books by going to room 1805, Beaumont Main Office. Others can write or telephone Imogene Poindexter (Ext. 447), Lock Drawer 2951, Beaumont.



Imogene Poindexter, librarian, checks the book out for Mr. Atkins.



J. W. Atkins, task force engineer, Beaumont, makes his selection from the shelves of our new Company library.

General information books are loaned for 30 days and technical books 90 days — if renewed every 30 days—except if there is a waiting list for the particular book you want. Books on the waiting list are subject to recall after 30 days.

Books mailed out of town use a special envelope, containing a return address sticker.

If the library doesn't presently have a book needed, employees may request that the book be purchased. Books are selected or approved by a committee headed by C. P. Shirey, director of training and safety, and requests should be addressed to him or the library.

Copies of approximately 85 magazines are kept in the library for two years. At present there are 237 books on file, of which 226 may be checked out. The remaining are reference books.



This request was by letter or phone, so it goes into a special mailing container.



Lake Charles personnel earned the Roy Nelson Award as first place winners for the 1957 Safety Contest Motor Vehicle Section. This award was presented to each department throughout the division in the February monthly safety meetings. Here F. C. Watson, meter foreman, and Ed Farlow, service supervisor, receive the award from F. W. Merrill, operating superintendent.

SAFETY - GRAM

THIS MESSAGE MAY SAVE A LIFE OR LIMB—
PLEASE RUSH IT.

To: ALL GULF STATERS Place: SYSTEM
Date: APRIL 1, 1958

Congratulations to all Gulf Staters for the achievement of the first MILLION MAN HOURS without a chargeable disabling accident for the year 1958!

A GOOD START — Let's keep this good record intact and reach for the SECOND Million Man Hours. We can do it!

F. W. Jones
Safety Director

To You: In An Effort To Prevent Injuries,
From System Safety Dept.

Reminder To All Employee Golfers



Joe Fontana, chairman of this year's employees' golf tournament, reminds all Gulf Staters that preparations are being made to assure the most outstanding event ever. The tournament will be held Memorial Day, Friday, May 30, at Beaumont's Tyrrell Park. Entry fee is \$3. Anyone interested can contact Mr. Fontana, Statistical Department, Beaumont.

THRIFT PLAN INVESTMENTS

APRIL, 1958

Purchases of Gulf States Utilities Company stock made by the Trustee during April, 1958, covering employee deductions and Company contributions through March, 1958, were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	895	\$37,045.23	\$41.39132
\$4.40 Preferred	62	6,122.50	98.75

The Trustee deposited \$24,027.13 with the Savings Department of The First National Bank.



SERVICE AWARDS



Eugenia Carmena
Accounting
Baton Rouge



J. A. Reich
Production
Beaumont



W. P. Carroll
Dist. Superintendent
Madisonville

30 Years

20 Years



M. E. Montagne
Production
Beaumont



H. F. Sockrider
Accounting
Lake Charles



C. W. Winborn
Sales
Navasota



J. S. Hemphill
Production
Lake Charles



J. E. Ickles
Distribution
Beaumont

10 Years



J. A. Babin
Distribution
Lake Charles



H. R. Barron
Distribution
Orange



G. S. Cannon
Engineering
Beaumont



R. C. Dawson
Gas Department
- Baton Rouge



J. K. Inglehart
Distribution
Navasota

10 Years



R. E. Deaton
Distribution
Baton Rouge



H. J. Desselles
Production
Baton Rouge



J. C. Doucett
Distribution
Lake Charles



J. E. Prejean
Accounting
Orange



R. P. Scioneaux
Distribution
Baton Rouge



Eleanor Triplett
Accounting
Beaumont



A. V. Wisrod, Jr.
Production
Beaumont

Colored Division

10 Years



Wickliffe Battley
Accounting
Baton Rouge

Gulf Staters Aid In

Presenting Beaumont

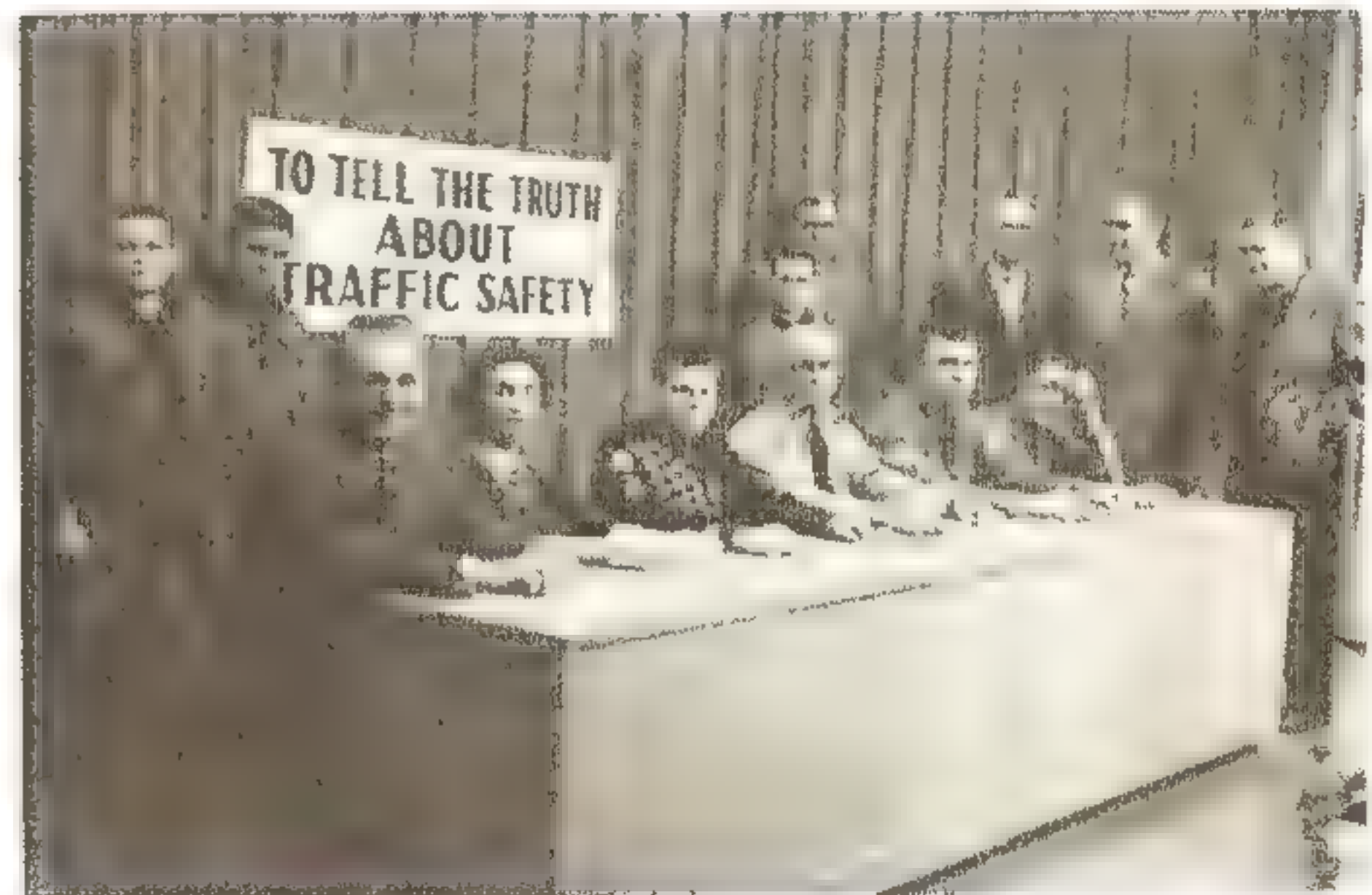
Traffic Safety Program

Three Gulf Staters in Beaumont played key roles in the production and staging of the Beaumont Chamber of Commerce's semi-monthly television program, "Scanning Skylines" over KFDM.

Theme of the 30-minute March 24 program was "Cooperation by all the people can stop traffic accidents," and Safety Director Frank Jones was in charge of the production. Don Hinkle of the Publicity Department helped prepare the script and Herschel Campbell of the Advertising Department, made the slides.

Another Gulf Stater on the program was Peggy Faulkner, Engineering Department, who represented the women's clubs in Beaumont as a panelist.

Other panelists were an Explorer Scout, who told the teenage driver's story; and three lawmen who emphasized that driving is a privilege not to be taken lightly.



On the set of Scanning Skylines just before the show are, left to right, front row, Howard Hicks, executive vice president of the Chamber of Commerce, moderator; Peggy Faulkner; Alan Heathman, Explorer Scout; Beaumont Assistant Chief of Police Myers; Sergeant W. E. Hale, State Traffic Safety representative from Houston; and Captain L. C. Moore of the Texas Highway Patrol. In the rear are Robert Collier, Jimmy Bynum and Roger Tutt, the three Boy Scouts who participated in the flag-presentation ceremony at the beginning of the show, and Mr. Jones, Blakey Locke, general manager of KFDM; Louis Pietzsch, Chairman of the C. of C. Traffic Safety Committee and Mr. Hinkle.



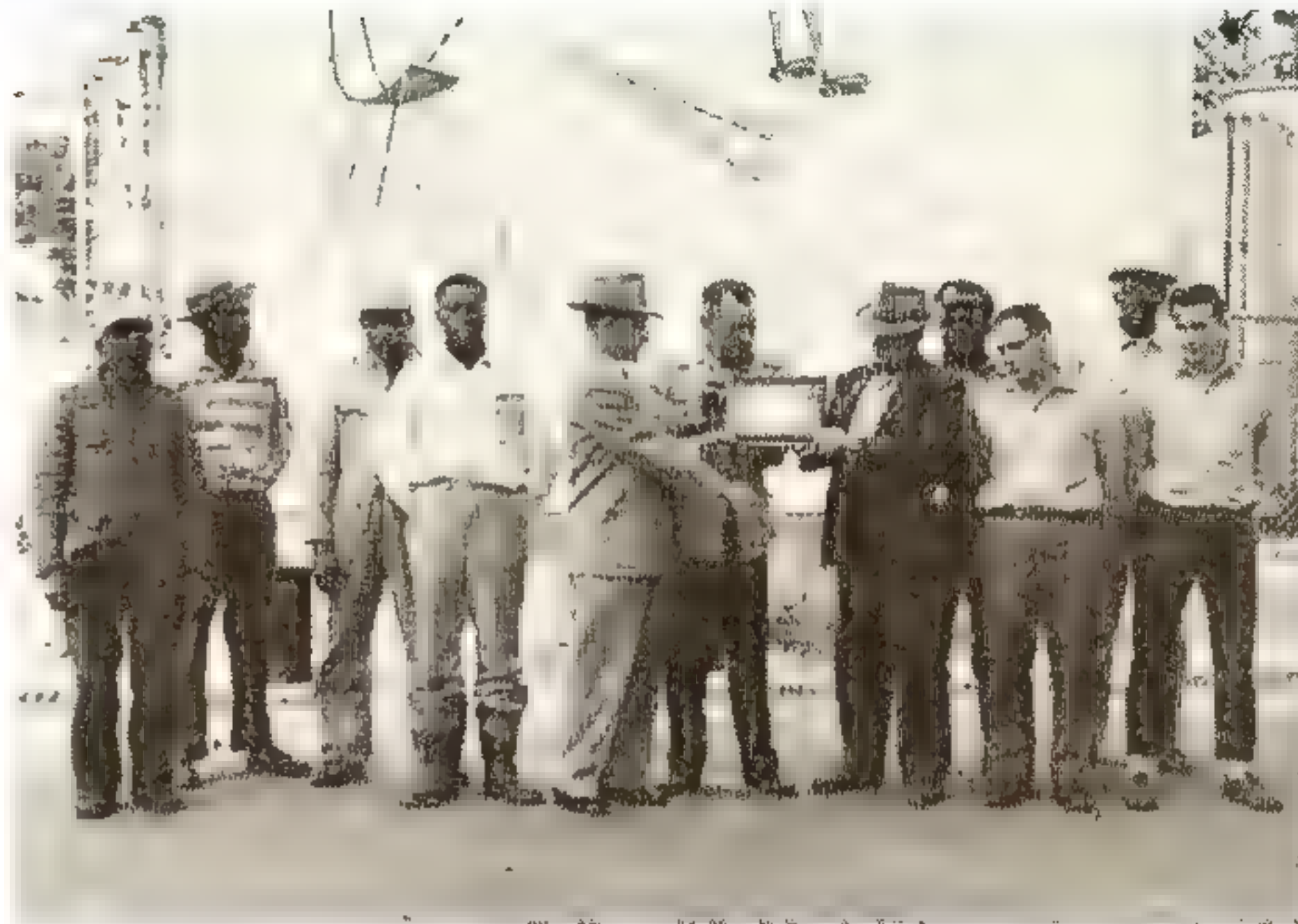
Service Award Meetings Scheduled Next Month

The dates for 1958 Service Award Meetings are as follows:

Port Arthur Division	May 5
Navasota Division	May 6
Lake Charles Division	May 7
Beaumont Division	May 8
Baton Rouge Division	May 12



H. E. Brown, Baton Rouge Division manager, holds the Roy Nelson trophy which the Gas Department won for 1957. This department went the entire year without a disabling accident.



Rex Lee, superintendent of T & D in Baton Rouge, presents the Garage Department with a plaque for their record of ten years without a disabling accident.



Engineers from the Sabine area last month completed a special course in relay and communication work conducted by the Westinghouse Electric Corporation at our Service Center in Beaumont. Diplomas were awarded at a barbecue held March 27 in the Neches Station auditorium. For the three best solutions to an engineering problem, Westinghouse District Manager Ralph Parker (second from right) awarded prizes to, from left, Neil Lapham, Gulf Oil Company, (third), Y. L. Hughes, Sr., (first), and Paul Harrington, (second), both of System Engineering, Beaumont.

The state capitol building in Baton Rouge is the tallest building in Louisiana, reaching a height of 450 feet. Next is the Hibernia Bank Building in New Orleans, which, with TV aerial, reaches 429 feet. The highest point in the state is the Kaiser Aluminum Works smoke stack in Chalmette. It towers 500 feet above the ground.

"Money at Work Means Men at Work"—slogan of Invest-in-America Week, April 27 through May 3. Money saved and invested helps build and equip plants that make more jobs for more people.

"Profits are the well-spring of all capital investment . . . and capital investment is the fountain head of all job opportunities"—Roger M. Blough, U. S. Steel. Through savings and investment we help make jobs and opportunities for us and for our children.



Beaumont Wins Second Month Of Topper Contest

These are the first Topper winners for January and February. Left to right are: L. M. Welch, Beaumont Division manager; Ralph Spafford, residential sales superintendent for Beaumont Division; F. R. Smith, Beaumont operating superintendent and C. R. Brinkley, Liberty District superintendent, pinch-hitting for R. A. McAlpine, Beaumont sales superintendent.

The Beaumont Division won the system "Topper" award for February in our 1958 residential sales program.

Leading in kilowatthours gained, water heater sales, and dryer sales, top hats were awarded L. M. Welch, Beaumont division manager; F. R. Smith, Beaumont operating superintendent; Ralph Spafford, residential sales superintendent and C. R. Brink-

ley, Liberty district superintendent pinchhitting for R. A. McAlpine, Beaumont sales superintendent.

Baton Rouge was second, but led in range sales and electric homes. Lake Charles was third and Port Arthur, who led in heat pump sales, was fourth. Navasota was fifth for the first two months.



Ralph Spafford and R. A. McAlpine are obviously happy that the Beaumont Division has won the last four sale campaigns held in our Company.

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
			Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
1. Beaumont	27	1	2597	428	16.48	2	482	111	23.03	1	1740	463	26.61	1	73	14	19.18	3	25	21	84.00	2
2. Baton Rouge	26	2	2791	522	18.70	1	518	36	6.95	4	1870	364	19.47	2	59	4	6.78	5	30	59	196.7	1
3. Lake Charles	26	2	2081	236	11.34	4	386	76	19.69	2	1394	254	18.22	3	54	6	11.11	4	20	10	50.00	3
4. Port Arthur	25	4	1307	179	13.70	3	243	12	4.94	5	876	136	15.53	5	28	13	46.43	1	15	4	26.67	4
4. Navasota	7	5	924	68	7.36	5	171	26	15.20	3	620	101	16.29	4	11	4	36.36	2	10	2	20.00	5
TOTAL	24		9700	1433	14.77		1800	261	14.50		6500	1318	20.28		225	41	18.22		100	96	96.00	

1957 — 10 2 Mos. 755 2 Mos. 115 2 Mos. 1747 2 Mos. 23

** Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the July and year's winner.

The man with the Golden Arm



AFTER - HOURS HORTICULTURIST

Meet the man with the golden arm — gardening arm, this is. He's A. L. LaFour, meter reader in Liberty, one of the "winn'est" men you ever saw. In the first three months of 1958 his hobby of gardening has netted him 23 ribbons, 18 of them blue ones, in three garden shows—Liberty, Port Arthur and Beaumont. (See above.)

At the annual Liberty Camellia Show, last January, he won the "sweepstakes" ribbon for the most blue ribbons in a single show.

Mr. LaFour was appointed an accredited judge last month by the American Camellia Society. One

of the requirements of being a judge is to be able to identify 75 varieties of camellias.

Ribbons and honors are only a part of the pleasure for, like any hobbyist, the satisfaction he gets from caring for the many camellias, azaleas, amaryllis and day-lillies around his attractive home is primary. Much of his spare time is spent caring for the garden and the potted plants inside his home.

The "after hours" horticulturist hopes to build a greenhouse on one corner of his garden sometime in the future to enable him to raise more plants of all kinds the year 'round.



A. L. LaFour stands in front of his garden, bordered by red azaleas which were in full bloom this month. Under the arbor are his camellias which have won many blue ribbons.





Mr. and Mrs. Guy Miller (he's project engineer for the Navasota-Port Arthur Divisions in system Engineering Department, Beaumont) on the birth of their second child, **Debra Ann**, at St. Therese Hospital in Beaumont. Debra Ann put in her first appearance on January 29.

Mr. and Mrs. D. L. Hall announce the birth of a son, **Stephen Lee**, at the Baptist Hospital in Beaumont, March 27. Mr. Hall is a writer in our Advertising Department.

Mr. and Mrs. Raymond Kearney announce the birth of a son, **Raymond T. Kearney III**, in Lake Charles, February 16. Mr. Kearney is in the Engineering Department, Lake Charles.

Mr. and Mrs. Roy Louviere announce the birth of a son, **Mark Anthony**, on February 17. Mr. Louviere is in our Lake Charles Sales Department.

Mr. and Mrs. Francis Thibodeaux, Baton Rouge, announce the birth of their first child, **Kathleen Mary**, March 14. Mrs. Thibodeaux is the former Joyce Fournet, home service advisor at Lafayette.

Mr. and Mrs. Charles Foss, Residential Sales Department, announce the birth of their second child, **Charles Bryan**, at the Baton Rouge General Hospital, March 8.

Mr. and Mrs. W. B. Martin are the parents of a son, **Brett Brian**, born March 4. Mr. Martin is an electrician at Neches Station.

A son, **Jay Donovan**, was born to Mr. and Mrs. C. R. Kelley, March 4. Mr. Kelley is an electrician at Neches Station.

Mr. and Mrs. Lester Gauthier announce the birth of their second son, **Martin David**, February 7. Mr. Gauthier is engineering assistant in Lafayette.

Mr. and Mrs. Clifford T. Hebert, II, announce the birth of a daughter, **Stacey Ann**, at Our Lady of the Lake Hospital in Baton Rouge, March 16.

Mr. and Mrs. Jim Stelly on the birth of their first child, **Jayne Rae**, on April 10, at the Baton Rouge General Hospital. Mr. Stelly is commercial sales supervisor in Baton Rouge.

Fair Exhibit Must Have Made Good Impression

It seems that our fair exhibits live on in the mind of viewers long after the show is over.

Recently a request was received from Southwestern Gas and Electric, Shreveport, Louisiana, for the plans for our booth shown in the 1956 Southwest Texas State Fair.

The booth was designed by Mrs. Thelma Carson, home planning advisor, in Beaumont.

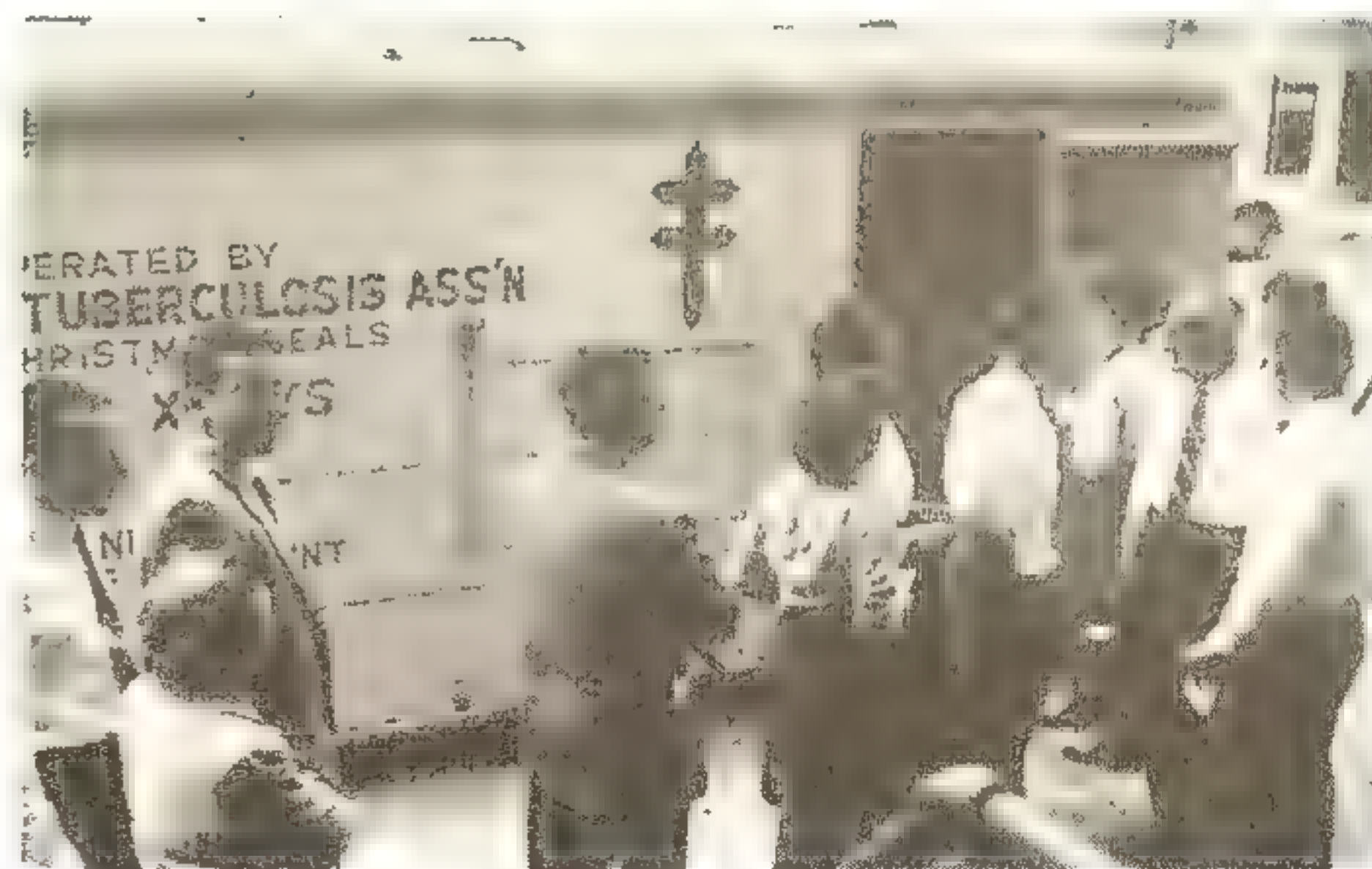
SYMPATHY

PLAIN TALKS extends sympathy to Mr. G. B. Boswell on the death of his brother, **Earl**, in Orange, March 9. G. B. Boswell is line crew foreman in Huntsville and Earl is a former employee in Orange.

PLAIN TALKS extends sympathy to **Marcia Hammond**, Baton Rouge Personnel Department, whose aunt, Mrs. Rex Morrisett, died March 1.



COVER GIRL VISITS NECHES STATION—Miss Bernice Fread, Navasota PBX operator, and last month's cover girl, visited Beaumont in March as a beautiful good-will ambassador. It was Bernice's first close-up look at one of our Company's generating stations. She decided that it was much larger than she had ever expected.



PICTURE OF HEALTHY GULF STATERS—or we hope they are. Approximately 500 Beaumont Gulf Staters had their chests X-rayed in the first week of April. The Tuberculosis Association mobile unit visited the main downtown building, the 11th street Service Center and Neches Station. Our Company pays 50c for each employee who takes advantage of this service; the objective: good health for everyone, all the time.

Help Your PLAIN TALKS Reporter



So you're the father of quintuplets, or the son was voted "Most Likely To Sack Seed" at agriculture college, or the wife raises aardvarks and you've been sending rockets to the moon — but, YOUR NAME hasn't appeared in PLAIN TALKS!

Whose fault is it?

Maybe it's your own. Have you told your PLAIN TALKS reporter about it?

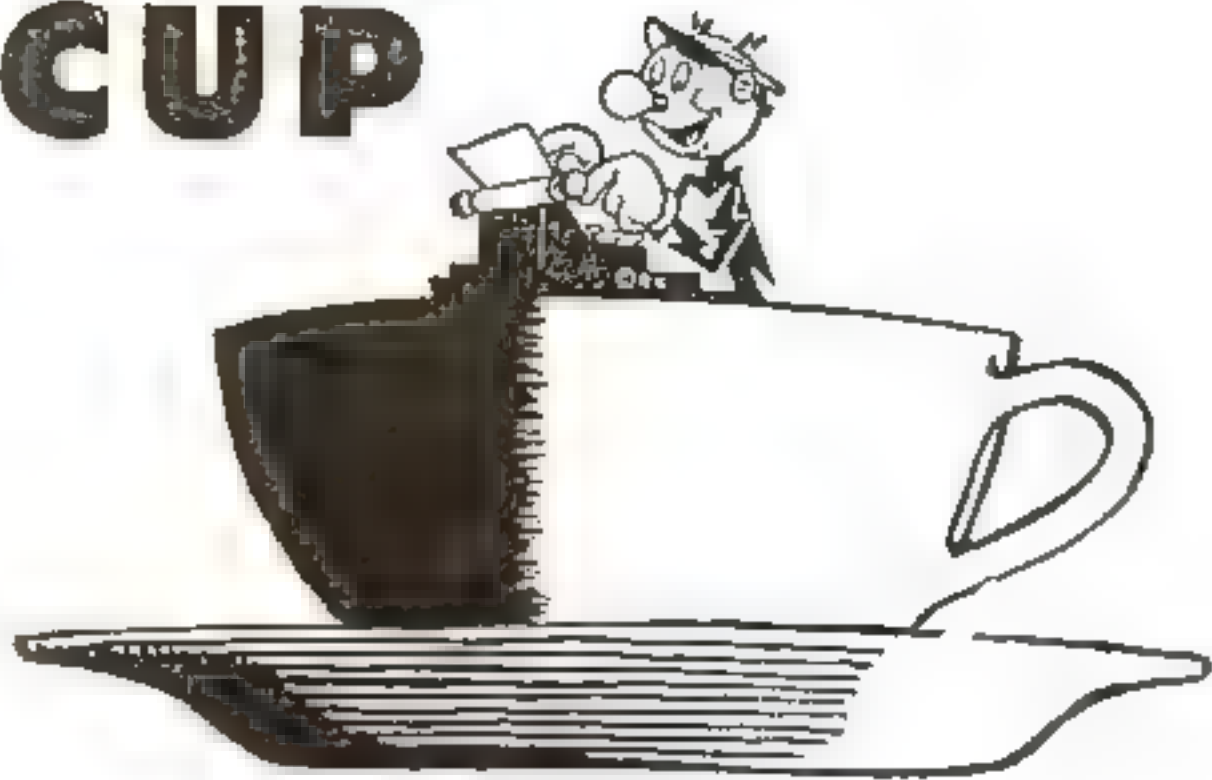
Don't make him twist your arm to learn what's new with you. He can't always know which arms to twist, so he sometimes misses good stories.

This is one time he'll appreciate your blowing your own horn. Don't make him plead with you for the facts — after all, he works as hard as you do, with PLAIN TALKS reporting as an extra chore.

So tell your reporter about yourself — every employee deserves having his name in PLAIN TALKS, because it's your magazine. And reporters won't have to lie awake nights, wondering what to write.



over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint PLAIN TALKS readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and PLAIN TALKS are happy to have.



CYNTHIA NOLAN

Readers in the Lafayette District can always depend on a newsy Coffee Cup section for their district, thanks to Cynthia Nolan, our reporter in this picturesque area. Cynthia, who works in the Lafayette Service Center office, keeps her finger on all company activities in bustling Lafayette and sends them to the magazine promptly. Her hobbies, like many of the fun-loving folks in the area, include dancing, swimming, and just having fun.



Dr. James Hodges, son of Mr. and Mrs. J. B. Hodge of Navasota, has been elected president of the Hillsborough County Academy of General Practice, an organization of physicians following general practice, at Tampa, Florida. (J. B. Hodge is our division manager in Navasota.)

HUNTSVILLE

Mr. and Mrs. R. T. Wright have recently returned from a vacation to Grand Isle, Louisiana, where they visited with Mr. and Mrs. Ralph Ricks. Mrs. Ricks is the Wright's daughter. Mr. Wright is district superintendent in Huntsville.

—By Dorothy Stanford



LAFAYETTE

Delores Young, customer's clerk, is engaged to Robert Mouton of Lafayette. The wedding is scheduled for September.

April birthday greetings to: Elmer Sudderth, Eugene Sarver, Thomas Broussard and J. R. Peckham, Sr.

—By Cynthia Nolan

Dorothy Woodall is a new employee in our Lake Charles Sales Department. She replaces Jan Swearingner who left the Company last February.

Katherine Baurne left the Company last February to await a visit from the stork in July. Katherine, a bookkeeper in Lake Charles, had been with us for a year.



E. E. (Cotton) Kaltwasser, Huntsville serviceman, is currently leading recruiter for the Huntsville-Walker County Chamber of Commerce in their annual membership drive. Mr. Kaltwasser has 12 new members for the roles.

Melvina Kroll, Accounting Department bookkeeper, was welcomed back to her desk after a month's leave of absence. She and her husband, George, visited his parents in Chicago. George is in the Air Force and is being transferred to Turkey for 18 months.

The Lake Charles Kilowatt Club elected officers for 1958, last month. They are: Raymond Kearney, president; Malcom Williams, vice-president; Eva Gaussian, secretary and Bob Wiggins, treasurer.

—By Nancy Langley

Andre J. Dubus, Jr., son of Mr. and Mrs. Andre J. Dubus (Lake Charles district superintendent), a senior English major at McNeese State College, won first place in the Short Story Division of the annual statewide contest sponsored by the College Writers Society of Louisiana.

For the last four years Andre has placed in the Short Story Contest. His current entry, "Vendetta," won the grand prize plus first place in its division. This is the second time Andre's entries have taken top honors.

Mr. Dubus married Patricia Anne Lowe, daughter of Mr. and Mrs. E. L. Lowe of Lake Charles, February 22. He will receive his bachelor's degree and commission as second lieutenant in the Marine Corps in June.

—By Fay Denney



M. D. Austin, Jr.



Marion D. Austin, Jr., son of Mr. and Mrs. M. D. Austin, conducted a Youth Revival at Old Union Baptist Church in Joyce, Louisiana, April 3-6. Seventeen year old Marion is an active member of Emmanuel Baptist Church and plans to attend Louisiana College after graduation from Baton Rouge High School. His father is an employee in the Gas Department, Baton Rouge.

Gladys Smith can currently be seen wearing the latest fashion, the sack dress, which she purchased recently in New Orleans. Even though it may not be liked by many, all eyes are turned her way.

The baby of the Purchasing Department, Wanda Slaven, celebrated her 19th birthday March 8.

Ethel Sharp and Julie Marie Amrhein attended Retreat at Grand Coteau the weekend of March 5.

The Accounting Department welcomes Jo-Anne Parish, our newest employee. Mrs. Parish is the daughter of Leslie Kent, assistant general line foreman in Baton Rouge, and is the third generation to work for our Company. Her grandfather, David Kent, is retired and lives in Blanks, La.



Minnie Marino, Beaumont General Accounting Department, says, "Why wait for Summer to get a tan. An electric sunlamp will do the job anytime."

Sue Owens Nixon, bookkeeper in Customer Accounting, was married to Russell Nixon of Baton Rouge, March 1.

Allen Sides, Credit Department, is at home after a recent operation at the Baton Rouge General Hospital.

Irene Serpas, Credit Department, won first place as a model in a hair stylist contest at the Roosevelt Hotel in New Orleans, March 23.

—By Jackie Braud

Virginia Boudreaux, Line Department, plans to be married May 17, at St. Gabriel Catholic Church in Baton Rouge.

—By Margie Force



Mr. and Mrs. V. P. Gayle spent a winter vacation in Chicago during February. Some points of interest they visited were the Argonne National Laboratory and its experimental power station in Hinsdale, Illinois. Dr. W. H. McCorkle, Mr. Gayle's brother-in-law, a nuclear physicist at Argonne escort-

ed them through. Mr. Gayle is our system sales promotion supervisor.

Mrs. Pat Dowell replaced Mrs. Betty Neville as stenographer in the Commercial and Industrial Sales Department. Mrs. Neville was transferred to Neches Station.

Miss Joyce Moore is also a new stenographer in the Commercial and Industrial Sales Department.

Mr. and Mrs. R. A. McAlpine attended the national EEI Sales Conference in Chicago, March 24-27. Mr. McAlpine is our sales superintendent in the Beaumont Division.

—By Mary Schlicher

Keith Hansen, son of Mr. and Mrs. H. C. Hansen, has won the "Hi-Y" sportsmanship award from the Beaumont YMCA. Keith is a senior at Beaumont High School. Mr. Hansen is our assistant secretary to the president.

John T. Sherwood, senior petroleum engineering major at the University of Texas, has received the W. A. Tarr award as the outstanding graduate candidate in one of the earth sciences.



Louis Christian, district superintendent in Baton Rouge, poses with Ranging Ranger and trophies he won in Shooting Dog competition. Ranger, a four-year-old pointer trained by Mr. Christian, participated in the Dixie Amateur Shooting Dog Championship, March 15, at Poplarville, Miss., winning one year possession of the trophy in the middle and permanent possession of the trophy at right. The trophy at left was won last year for third place in Shooting Dog Classic of Louisiana Field Trial Association.



Miss Welch

He is the son of **Mr. and Mrs. R. W. Sherwood** of Beaumont. Mr. Sherwood is our engineering manager in Beaumont.

John will graduate in June with a commission in the Air Force ROTC. He is a distinguished military student and has been on the engineering honor roll for nine semesters.

Emily Claire Welch, daughter of **Mr. and Mrs. L. M. Welch** of Beaumont, represented the Beaumont A & M Club as duchess to the 24th Annual Cotton Ball and Pageant held in College Station April 11.



During their coffee break these Beaumont Gulf Staters helped Mrs. Lola Martin, third from left, celebrate her birthday and retirement. They presented her with a corsage and handkerchief at the party. Left to right are Audrey Sirman, Pat Dainwood, Lynn Rogers, Pat Eldridge, Gulah Marshall, Wanda Conway, Mary Lou Whitworth, Carol Perolio, Imogene Poindexter and Ruth Stine.

Miss Welch's escort is Texas A&M senior, **Gerald W. Avery**, from Paris, Texas.

Mr. Welch, a former Aggie, is Beaumont Division manager and Mrs. Welch is a former home service advisor.

Melanie Henriksen, daughter of **Mr. and Mrs. H. T. Henriksen**, has been selected as a princess in this year's Neches River Festival. Mr. Henriksen is in our Production Department at Neches Station.



Miss Henriksen



R. T. Wright, district supervisor in Huntsville, awards **Ed Sandhop**, left, and **J. W. Eikner** plaques for their work with the United Fund. At this meeting, Mr. Wright retired as head of the United Fund in Huntsville.

April, 1958

Oops! We Goofed

Last month we inadvertently switched the identities of the two lovely young ladies pictured here. On the LEFT is Linda Rae, six months old daughter of Mr. and Mrs. Lewis R. Sleeth. Mrs. Sleeth is in the Customers Accounting Department in Baton Rouge. RIGHT is year-old Janelle, daughter of Mr. and Mrs. Charles Foss. The picture was taken when she was nine months old. Mr. Foss is a residential sales representative in Baton Rouge.



GROWING with Gulf Staters



Gwendolyn Marie, year-old daughter of Mr. and Mrs. Steve Puleo, is the first grandchild of Mr. and Mrs. D. A. "Dosty" Spell. Mr. Spell is garage foreman in Lake Charles.



Rhinda Lynn Thames is the nine-month-old daughter of Norma Jean Thames, bookkeeper in our Customer Accounting department in Baton Rouge.



Mary Anne Parish is the 22-month-old daughter of Jo-Anne Parish, Baton Rouge Customer Accounting. She is the granddaughter of Leslie Kent, Baton Rouge assistant general line foreman.



Leland and Leonard Patin, ten-month-old twin sons of Mr. and Mrs. Claude H. Patin, were caught in a bit of mischief in the Patin home. Mr. Patin is a first class garage mechanic in Lafayette.



J. A. Prejean, Baton Rouge serviceman, is shown here with his four children; Diana Lynne, three years old; John A., Jr., two; Edward, one year old and Darrell, who is four months of age.



Above are the four children of Mr. and Mrs. J. L. Marchesseault of Baton Rouge. Starting at top left, they are: Janice Sue, eight years; Michael Smith, three years; Jesse LeVerne, Jr., two years; and Sondra Elain, 16 months. Mr. Marchesseault is employed in the T & D Engineering Department.

Safety Department Begins New Contest

Employees Asked
To Submit Their
Solutions To Case
Histories of Accidents



Here's the newest safety contest open to all employees. It will be one that could happen in our Company.

Beginning each month an accident will be cited. Each employee is asked to study the case and submit his ideas on how the injury could have been prevented.

Each month five prizes of \$5 each will be awarded to the best solutions and the preventive methods of that particular type of accident from the National

Safety Council will be published, along with the winners from our Company.

This month's case has to do with a back injury.

"I was working in a service building yard and was standing on the ground. A crate of material had to be moved to a nearby location.

"The crate I had to move was on a stack and was about shoulder high. When I lifted the crate I felt a pain in my back. It was later determined by a doctor that I had strained my lower back.

Safety Pays - - -

T. E. Hensley Awarded Turtle Club Membership At Neches Station

T. E. Hensley, Neches Station, is our newest member of the Turtle Club, an exclusive organization composed of men who have been protected from death or serious injury by wearing a safety hat.

Mr. Hensley was walking under # 17 boiler at Neches Station on January 20, when something glanced off his hard hat and struck him a painful blow on the right shoulder. It was later discovered

the object was an eight-inch-long cold chisel, which fell about 53 feet and struck his hard hat with a corner of the sharpened end.

Attesting to the strength of his safety hat—the chisel was traveling with the force of a 45-caliber bullet from 175 feet—only a chip about $\frac{1}{2}$ " in diameter and a pinpoint hole in the protective shell resulted.



W. A. Whitten, superintendent of Neches Station, presents T. E. Hensley with his new safety hat denoting he is a member of the Turtle Club



This is where it went. Mr. Hensley shows how the chisel struck his safety hat, after falling 53 feet from #17 boiler.